

\_\_\_ ACTION REQUIRED:

DATE OF MEETING: 2/21/08

PREPARED BY: Sheri Whitt

DATE MATERIAL  
PREPARED: 1/31/08

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**AGENDA ITEM: Introduction of Proposed MHSOAC Communication Plan**

**ENCLOSURES:**     • Draft MHSOAC Communication Plan

**OTHER MATERIAL RELATED TO ITEM:**

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**ISSUE:**

**First Read:**

The current mission of the MHSOAC states the following:

Provide the vision and leadership, in collaboration with clients, their family members and underserved communities, to ensure Californians understand mental health is essential to overall health; and to hold public systems accountable and provide oversight for eliminating disparities, promoting mental wellness, recovery and resiliency and ensuring positive outcomes for individuals living with serious mental illness and their families. All of the Commission's work is intended to be conducted in an environment of inclusion and transparency.

In order to carry out our mission and to achieve transparency, the MHSOAC staff, in concert with lead commissioners, have committed to developing an annual Communication Plan. The purpose of the plan is to outline very clearly the communication goals for the year and to establish a timeline for the goals to be completed. The proposed procedure is for the Commission to approve this Communication Plan annually to ensure there is consensus about the Commission's message going out to Californians about what is happening with the MHSA.

Based on feedback provided by Commissioners and the public to this first draft of the Communication Plan, edits will be made and the plan will be brought back for approval at the next OAC meeting.